

No. of Printed Pages : 3

MTM-07

01714

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

MTM-07 : MANAGING SALES AND PROMOTION IN TOURISM

Time : 3 hours

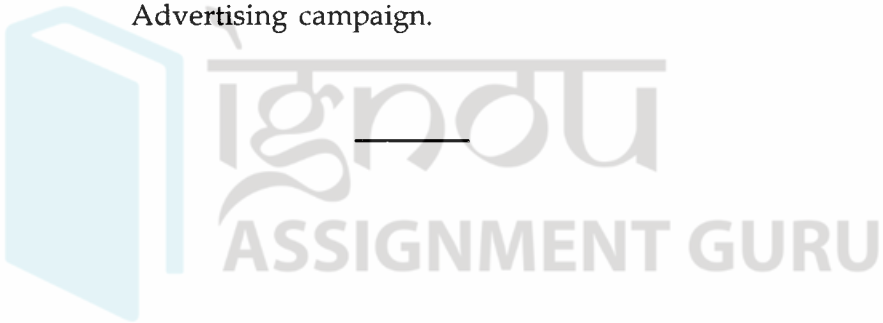
Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All question carry equal marks, unless otherwise
specified.*

1. Why is Personal selling important in tourism ? 20
Discuss the various theories of selling.
2. Define Sales Negotiation. Describe the major steps 20
in the Negotiation Process giving suitable
examples from the tourism sector.
3. Discuss the various media used for promoting 20
tourism services. Suggest suitable type and use
of Media for a more effective "Incredible India"
campaign.

4. What is the purpose of establishing a sales organisation. Enumerate the various steps involved in developing a sales organisation. 20
5. As the Manager of a 5 - star property, how would you plan the strategy for its promotion, both in the national and International tourism markets. 20
6. Describe the functions and structure of a typical Advertising Agency mentioning the different Supplier organisations/system for each department. 20
7. Answer **any two** of the following in about 300 words each : 10x2=20
 - (a) Explain the various factors which effect motivation of salesforce.
 - (b) Why and how are sales territories established.
 - (c) Compare the key elements in creating Print and Broadcast Advertising media.
8. What is the importance of evaluating advertising effectiveness ? Describe the various pre - testing and post-testing technique for Advertising Evaluation. 20

9. Write short notes on the following in about 20
150 words each.
- (a) Process of Display Management
 - (b) Sales Quotas
 - (c) Marketing communication
 - (d) Types of consumer promotion
10. Enumerate the various services provided by an 20
Advertising Agency. Discuss the importance of
Agency - client relationship for an effective
Advertising campaign.



www.ignouassignmentguru.com

No. of Printed Pages : 3

MTM-07

00380 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

**MTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions in about 600 words each.
All questions carry equal marks, unless otherwise specified.

1. What are the functions of a Sales Managers ? 20
Describe the stages in the formulation process of a sales strategy.
2. Differentiate between Personal Selling and Salesmanship. Explain in details the qualities of a good salesperson. 20
3. In your capacity as the Sales Manager of a Tour Operation Company, you are asked to give a presentation of an incentive tour package to officials of a Multinational Company. How would you plan your presentation strategy. 20

4. What are the basic purposes of a salesforce monitoring system? Discuss the basic issues involved in performance evaluation system for salesforce. 20
5. Establish the relationship between Sales forecasting and Sales Budgeting. Describe the methods for determining Sales Budget and the steps involved in preparing one. 20
6. What do you understand by Marketing Communication? Discuss the various elements of promotion as a tool for communicating with the public. 20
7. Write short notes on the following in about 150 words each : 5x4=20
 - (a) Types of Sales Display
 - (b) Sales Management Audit
 - (c) Media scheduling
 - (d) Techniques of Interviewing
8. Discuss the objectives and methods of Sales Promotion in Tourism sector. Why are "Incentives" synonymous with Salesforce Motivation. 20

9. Answer *any two* of the following in about 300 words each : 10x2=20
- (a) Discuss the main principles of Sales Negotiations.
 - (b) What are the different types of Consumer Promotion . Explain with examples.
 - (c) Identify and list standard communication Technique for a memorable message.
10. Define Media Planning for Advertising. Discuss 20
the major consideration for Effective Media Selection.

 ignou
ASSIGNMENT GURU

www.ignouassignmentguru.com



www.ignouassignmentguru.com

No. of Printed Pages : 2

MTM-07

MASTER OF ARTS (TOURISM MANAGEMENT)

04941

Term-End Examination

June, 2012

**MTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions in about 600 words each.

1. Enumerate the selling situations where personal selling can be used. Also mention the role of personal selling in Tourism. **12+8=20**
2. Explain how sales strategies are formulated. **20**
Give examples from tourism business.
3. What is the importance of presentation in sales ?
Enumerate the principles of effective presentation. **8+12=20**
4. Explain the process of Recruitment and Selection.
Also state the difference between Recruitment and Selection. **8+8+4=20**

5. Write short notes on **any two** of the following :
(a) AIDAS Theory 10x2=20
(b) Compensation Package
(c) Elements of Promotion Mix
6. What do you understand by Sales Territory?
Explain the steps in Sales Territory Planning and Management. 6+14=20
7. Explain the Marketing Communication Process. 20
8. What are the important elements to consider while creating a Print Media Advertisement. Explain with examples from Tourism. 20
9. Explain the process of media selection and scheduling, with examples from the tourism industry. 20
10. What is the need of measuring effectiveness of an advertisement ? What is the role of pre-testing for Advertisement Evaluation ? Also mention the types of pre-testing techniques. 5+5+10=20

No. of Printed Pages : 2

MTM-07

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2012

**MTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

*Note : Answer **any five** questions in about **600** words each.*

1. Explain the process of formulating sales strategies in tourism business. 20
2. What are the reasons behind the growing importance of personal selling ? Explain with examples from the tourism industry. 20
3. Explain the steps involved in the process of Negotiation to close a sales deal. 20
4. "Sales Display plays a very important role in Retail Selling." Comment with examples from the Tourism Industry 20

5. Write short notes on *any two* of the following.
- (a) Principles of Effective Presentation **10x2=20**
 - (b) Methods of Sales Control
 - (c) AIDAS Theory
6. What do you understand by Sales Forecasting ?
What role does sales budgeting play in sales forecasting? **10+10=20**
7. Define Sales Promotion. What are the methods of Sales Promotion ? **5+15=20**
8. What are the important elements to consider while creating a Print Media Advertisement ? Explain with examples from the Tourism Industry. **20**
9. What is the purpose of Sales Training Programme ? How does this help in designing sales territories. **10+10=20**
10. What is the role of post-Testing for Advertisement Evaluation ? Also mention the types of post-testing techniques. **6+14=20**
-

No. of Printed Pages : 2

MTM-07

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

MTM-07 : MANAGING SALES AND PROMOTION IN TOURISM

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. What do you understand by sales objectives ? 20
How can you determine the size and type of sales force needed ?
2. What do you understand by Personal selling ? 20
Discuss some situations when personal selling becomes more relevant.
3. What is Promotion mix ? State the difference 20
between advertising and personal selling.
4. Explain the types of sales presentations. What 20
are the parts of a presentation ?

5. What do you mean by sales displays ? Explain the objectives of sales displays. 20
 6. How are training needs identified ? List a few abilities of a trainer. 20
 7. What do you understand by sales management ? How is it linked to sales planning ? 20
 8. What is sales forecasting ? How can sales forecasting help an organisation ? 20
 9. What are methods of sales budgeting ? What is the need of having a flexible sales budget ? 20
 10. What is Sales Promotion ? State a few objectives of sales promotion. 20
-

No. of Printed Pages : 2

MTM-07

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2013

MTM-07 : MANAGING SALES AND PROMOTION IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions in about 600 words each.
All questions carry equal marks.*

-
1. Define selling in tourism. How has internet influenced tourism selling ? 20
 2. What do you mean by direct sales ? Discuss the qualities of a good salesperson. 20
 3. What do you understand by sales resistance ? How can you effectively meet sales resistance ? 20
 4. How does body language effect a presentation ? Explain the impact of voice in a presentation. 20
 5. Write short note on **any two** of the following in about 300 words each : 10+10=20
 - (a) Sales displays
 - (b) Negotiation strategies
 - (c) Communication skills

6. Explain the basic responsibilities of a salesperson. Why the motivation of salesforce is considered a challenging task ? 20
7. What is the purpose of a sales organisation ? Explain the line sales organisation. 20
8. What do you understand by sales quotas ? Explain the principle purpose of sales quotas. 20
9. What is promotion ? What are the various elements of promotional mix ? 20
10. What do you understand by media objectives ? Outline the major considerations in media selection. 20

ASSIGNMENT GURU

www.ignouassignmentguru.com

1634

K-24

MTM-07

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2014

**MTM-07 : MANAGING SALES AND PROMOTION
IN TOURISM**

Time : 3 Hours]

[Maximum Marks : 100

Note :- Attempt any *Five* questions.

1. What do you understand by sales Management ? Discuss sales strategy of a tour operator company. 20
2. "Differences in marketing factors cause each company to have individualised selling styles." In reference to diversity of selling situations, explain the statement. 20
3. Write short notes on the following :
 - (a) Non-verbal behaviour of presenter
 - (b) Principles of effective presentation 20
4. How product life cycle and compensation packages are inter-related ? Describe important criteria for designing a sales force compensation package. 20
5. Critically analyse the role of modern media in fulfilling responsibilities of Sales Executive working in Travel Agency. 20

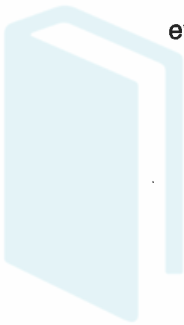
MTM-07

Turn Over

K-24

(2)

6. Explain the meaning and significance of 'Sales Quotas'.
What are the attributes of a good Sales Quota Plan ? 20
7. Describe the approach for planning promotional strategy
for a typical marketing firm. 20
8. Discuss functions and structure of Advertising Agency. 20
9. Why is media planning required ? Explain its process. 20
10. Explain the need to measure effectiveness of
advertisements. List Post-Testing Techniques of advertising
evaluation. 20



ignou

ASSIGNMENT GURU

www.ignouassignmentguru.com

MTM-07

K-24

No. of Printed Pages : 2

MTM-7

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

01401

December, 2014

**MTM-7 : MANAGING SALES AND PROMOTION IN
TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions in about 600 words each. All questions carry equal marks.

1. Briefly describe the different theories of selling and the process of personal selling. 20
2. What do you understand by Sales Management ? Discuss Sales strategy of a tour operator company. 20
3. Discuss various steps of negotiation and principles of sales negotiations. 20
4. Write an essay on principles and aesthetics of display. 20
5. What are the different shapes of territory planning ? Also explain the need of territories. 20

6. Answer any **two** of the following in about 300 words each : 10+10=20
- (a) Marketing communication process
 - (b) Sources of misunderstanding in marketing communication
 - (c) Elements of promotion mix
7. Elaborate the factors considered for the selection of media. 20
8. What are the objectives of Sales promotion ? State the points to be considered while planning and organising the sales promotion for service marketing. 20
9. Explain the need to measure the effectiveness of advertisements. List the post-testing techniques of advertising evaluation. 20
10. Explain how the message and marketing objectives are linked. What are the key elements of a travel agency in print media advertisements ? 20
-

No. of Printed Pages : 2

MTM-07

01518

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)**

Term-End Examination

June, 2015

**MTM-07 : MANAGING SALES AND PROMOTION
IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

1. Prepare a sales strategy for a large travel firm of your choice. 20
2. How is promotional strategy different from promotional tactics ? Explain the budgetary constraints in Promotional Planning. 20
3. What should be done to motivate retailers to put in their best efforts in sales display ? Substantiate your answer with suitable examples from the tourism industry. 20
4. "Advertising changes and models the purchasing habits of Indian consumers." Do you agree with the statement ? Substantiate your answer with suitable examples. 20

5. Define the concept of promotional strategy, and also explain the planning process of promotional strategy. 20
6. Discuss the importance of measuring the performance of sales promotion in tourism. 20
7. Write short notes on **any two** of the following in about **300** words each : 10+10=20
 - (a) AIDAS Theory
 - (b) Buying Formula Theory
 - (c) Meeting the Sales Resistance
8. What are the objectives behind Sales Territory Planning ? Elaborate territory planning process that incorporates all these objectives. 20
9. Write an essay on types of advertising evaluation. 20
10. Write short notes on the following : 10+10=20
 - (a) Message Presentation
 - (b) Message and Creativity

No. of Printed Pages : 2

MTM-07

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

**MTM-07 : MANAGING SALES AND PROMOTION
IN TOURISM**

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.
(ii) All questions carry **equal** marks.*

1. "In selling tourism services a lot of imagination and creativity is required as it involves selling a perishable and intangible product to the consumer." Analyse the statement with suitable examples from tourism industry. **20**
2. Explain the nature and type of activities involved in personal selling. Substantiate your answer with examples from tourism industry. **20**
3. Write a note upon communication skills required by a salesperson in travel and tourism industry and also comment how each of these help in making sales more effective. **20**
4. Discuss the issues related to sales force management in tourism and also explain the motivational techniques used for sales force. **20**

5. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
- (a) Sales Forecasting
 - (b) Sales Quotas
 - (c) Sales Control
6. Describe the marketing communication process. **20**
What are the various elements of promotional mix ? Discuss with examples.
7. What do you mean by Decision Sequence Analysis of Promotional Strategy ? Discuss the same in relation to tourism organisations. **20**
8. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
- (a) Organising Consumer Schemes in tourism
 - (b) Types of Consumer Promotion
 - (c) Managing Trade Promotions
9. Critically analyse the role of advertising agency in promotion of tourism products. **20**
10. Write an essay on media planning and selection process. What are the major considerations in media selection for promotion of a tourism product ? **20**
-

No. of Printed Pages : 2

MTM-07

01196

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

June, 2016

**MTM-07 : MANAGING SALES AND PROMOTION
IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each carries 20 marks.

1. Define sales management. How sales in tourism are different from other service industry sectors ? Also illustrate the importance of sales management.
2. Elaborate the process of sales in tourism industry. Also discuss how to improve existing sales process pattern to cope with changing competitive environment.
3. What are the various promotional strategies in tourism ? Discuss how to manage such promotional strategies and how to allocate fund for such strategies.
4. Write a descriptive note on :
 - (a) Sales management audit and
 - (b) Methods of sales control

5. Illustrate the need, importance and process of media planning in tourism.
 6. What is sales territory management ? Discuss the need for and process for designing a sales organisation.
 7. Why is customer satisfaction is important in tourism industry ? Give relevant examples.
 8. "Over the years nature and importance of distribution channels in tourism industry have changed" elaborate with the help of suitable examples from tourism industry.
 9. Define advertising. Illustrate various approaches used to measure effectiveness of advertising in tourism.
 10. Write a descriptive note on :
 - (a) International media strategy and
 - (b) Managing sales forces
-

No. of Printed Pages : 2

MTM-007

03463

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

December, 2016

**MTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each question carries 20 marks.

1. What is sales management ? Discuss the changes and growth of sales management that has witnessed over last few decades.
2. Define personal selling. Discuss various theories of personal selling.
3. Write a descriptive note on :
 - Presentation and communication skills; and
 - Sales job analysis
4. Elaborate the marketing communication process. Also discuss its role in tourism industry.
5. What are selling skills ? How would you develop personal selling skills in a tourism industry organisation ?
6. Elaborate various methods of sales control.

7. Define public relations. Discuss process of public relations in tourism. How does public relation help in tourism business ?
8. What are media strategies ? How would you develop media strategies especially for international tourism promotion ?
9. What is an advertising agency ? Discuss its functions and structure at National Level.
10. Write a descriptive note on :
 - Channel of distribution in tourism industry.
 - Sales programme planning and productivity.

ASSIGNMENT GURU

www.ignouassignmentguru.com

No. of Printed Pages : 2

MTM-007/MTTM-007

03567

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)**

Term-End Examination

June, 2017

**MTM-007/MTTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Answer any five questions in about 600 words each.*

(ii) *All questions carry equal marks.*

1. Formulation of sales strategy is an important aspect of sales management. Discuss steps involved in strategy formulation process. 20
2. Discuss the changing roles of salespersons. How has it helped in meeting the challenges of dynamics of markets ? 20
3. Personal selling plays an important role in overall scheme of marketing. Discuss the significance and objectives of personal selling. 20
4. Negotiation is not just stating a grievance or point of conflict, it is much more than it. Discuss with the help of suitable examples. 20

5. Write short note on **any two** of the following in about **300** words each : 10+10
- (a) DAGMAR Approach
 - (b) Sales Management Audit
 - (c) AIDAS Theory
6. Discuss the objectives and types of displays in retail communication. 20
7. "Interview is widely used as a selection tool for sales force also." Discuss various techniques of interview. 20
8. What is a sales territory ? Discuss steps in designing and developing territory planning. 20
9. Explain the checklist used for media selection. 20
How this can be effectively used in tourism and hospitality ?
10. Explain the following in brief : 5×4=20
- (a) Advertising
 - (b) Word of Mouth
 - (c) Sales Promotion
 - (d) Otter
-

No. of Printed Pages : 2

MTM-007/MTTM-007

01709

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)/MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2017

**MTM-007/MTTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All questions carry equal marks.*

1. Discuss the various theories of selling. Justify their relevance. 20
2. "To make effective presentation, it is necessary to plan its strategy". Discuss important variables to be considered in developing strategy for a presentation. 20
3. Discuss types of advertising evaluation. Which one would you like to recommend for evaluation of any tourism and hospitality advertising campaign ? 20
4. Design an advertisement of wild life for print media. Assume all necessary details. 20

5. Discuss Advertising media selection techniques. Which one would you recommend and why ? 20
6. Define Sales Promotion. Discuss objectives of sales promotion. 20
7. What is marketing communication ? Discuss its occurrence and the sources of misunderstanding that may thwart the process. 20
8. What is Sales Control ? Discuss different methods of sales control. 20
9. Write short note on any two in about 300 words each : 10+10=20
 - (a) Non-Verbal behaviour
 - (b) AIDAS theory of selling
 - (c) Sales organization
10. Explain the following in brief : 5x4=20
 - (a) Territory
 - (b) Negotiation
 - (c) Merchandising
 - (d) Aerial Advertising

www.ignouassignmentguru.com

No. of Printed Pages : 2

MTM-007/MTTM-007

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM)/MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

June, 2018

**MTM-007/MTTM-007 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each carries 20 marks.

1. What do you mean by Sales Management ?
Discuss the changes and growth over the years
in Sales Management. 10+10=20
2. Write a note on formulation of Sales Strategy and
AIDA's theory of selling. 10+10=20
3. Define personnel selling. Discuss various theories
of personnel selling. 10+10=20
4. Elaborate the marketing communication process.
Also discuss its objectives and role in tourism
industry. 6+8+6=20
5. What is a sales display ? Describe the principles
of display design and types of displays. 6+8+6=20

6. Elaborate various methods for attraction and selection of new sales personnel. 20
7. What is public relation ? Discuss process of public relation in tourism. How does public relation help in tourism business ? 5+5+10=20
8. Define media strategy. How would you develop media strategies especially for international tourism promotion in India ? 10+10=20
9. What is an advertising agency ? Discuss its functions and importance. 6+8+6=20
10. Write a descriptive note on :
 - Channel of distribution in tourism industry. 10
 - Develop agency - client relationship and productivity. 10

ASSIGNMENT GURU

www.ignouassignmentguru.com

No. of Printed Pages : 2

MTM-07/MTTM-07

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

02724

December, 2018

**MTM-07/MTTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

***Note :** Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Define Sales Management. What are the main objectives of sales ? Also illustrate the importance of sales management. 5+5+10=20
2. Elaborate the process of determining the size and type of salesforces needed in tourism industry. 20
3. What are the various selling skills in tourism ? Discuss how one can improve selling skills in tourism. 20
4. Describe the various theories of selling. 20

5. Write a descriptive note on Sales Management Audit and Methods of Sales Control. 10+10=20
 6. Explain the need, importance and process of media planning in tourism business. 20
 7. What is a sales budget ? Discuss the need and process for designing a sales budget. 10+10=20
 8. "Over the years the nature and importance of distribution channels in tourism industry have been changed." Justify the statement. 20
 9. What is advertising ? Illustrate the various approaches used to measure effectiveness of advertising in tourism. 10+10=20
 10. Write a descriptive note on International Media Strategy and Managing Sales Force Promotions. 10+10=20
-

No. of Printed Pages : 2

MTM-07/MTTM-07

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

June, 2019

04654

**MTM-07/MTTM-07 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Define Sales Management. Illustrate the need and importance of sales management in tourism. 20
2. Elaborate main theories of selling. 20
3. What are various sales forces ? Elaborate the process of determining the size and type of sales forces needed in tourism industry. 20

4. What is selling skill in tourism ? Discuss how selling skills in tourism professionals can be improved. 20
 5. What is advertising ? Discuss different modes of tourism advertising. 20
 6. What do you mean by sales promotion ? Describe step by step sales promotion process in tourism. 20
 7. Illustrate the main machinery of marketing communication in tourism industry. 20
 8. Elaborate various techniques of sales control in tourism. 20
 9. Write notes on Negotiation, Media selection, Sales territory and Sales organisation. 20
 10. "Over the years the nature and importance of distribution channels in tourism industry have been changed." Justify. 20
-

1018531

No. of Printed Pages : 2 MTM-7/MTTM-7

**MASTER OF ARTS (TOURISM
MANAGEMENT)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTM/MTTM)**

Term-End Examination

December, 2019

**MTM-7/MTTM-7 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

*Note : Attempt any five questions. Each question
carries 20 marks.*

1. Define sales management. Explain the changes and growth in sales management.
2. What is personnel selling ? Illustrate various theories of personnel selling.

550 (B-21) P. T. O.

[2]

3. Elaborate the need and process of the marketing communication in tourism industry.
4. Write descriptive notes on the following :
 - (i) Sales management audit
 - (ii) Sales control
5. Illustrate the need, importance and process of media planning in tourism.
6. What is sales budget ? Discuss the need and procedure for designing a sales budget.
7. Write descriptive notes on the following :
 - (i) International Media strategy
 - (ii) Managing sales force promotions
8. What is public relation ? Discuss process of public relation in tourism.
9. What do you understand by channel of distribution in tourism industry and sales display ?
10. Elaborate the techniques used for advertisement evaluation in tourism industry.

MTM-7/MTTM-7

4,500

(B-21)

No. of Printed Pages : 2 **MTM-7/MTTM-7**

**MASTER OF ARTS (TOURISM
MANAGEMENT)/ MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTM/MTTM)
Term-End Examination**

June, 2020

**MTM-7/MTTM-7 : MANAGING SALES AND
PROMOTION IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

*Note : (i) Attempt any five questions in about
600 words each.*

(ii) All questions carry equal marks.

-
1. Define Sales Management. Discuss its need and importance.
 2. Elaborate personal selling objective and process.
 3. Discuss the main theories of selling.
 4. List various selling skills in tourism industry.
 5. Develop job analysis for better sales force management.

[2]

6. What is Sales Planning ? Discuss sales programme planning.
7. Write a note on performance appraisal and sales control.
8. What is Sales Quota ? Describe its importance and types.
9. Elaborate marketing communication in tourism.
10. Describe planning, managing and evolution of promotional strategy.

ASSIGNMENT GURU

www.ignouassignmentguru.com